

FIG. 1

100

FIG. 2

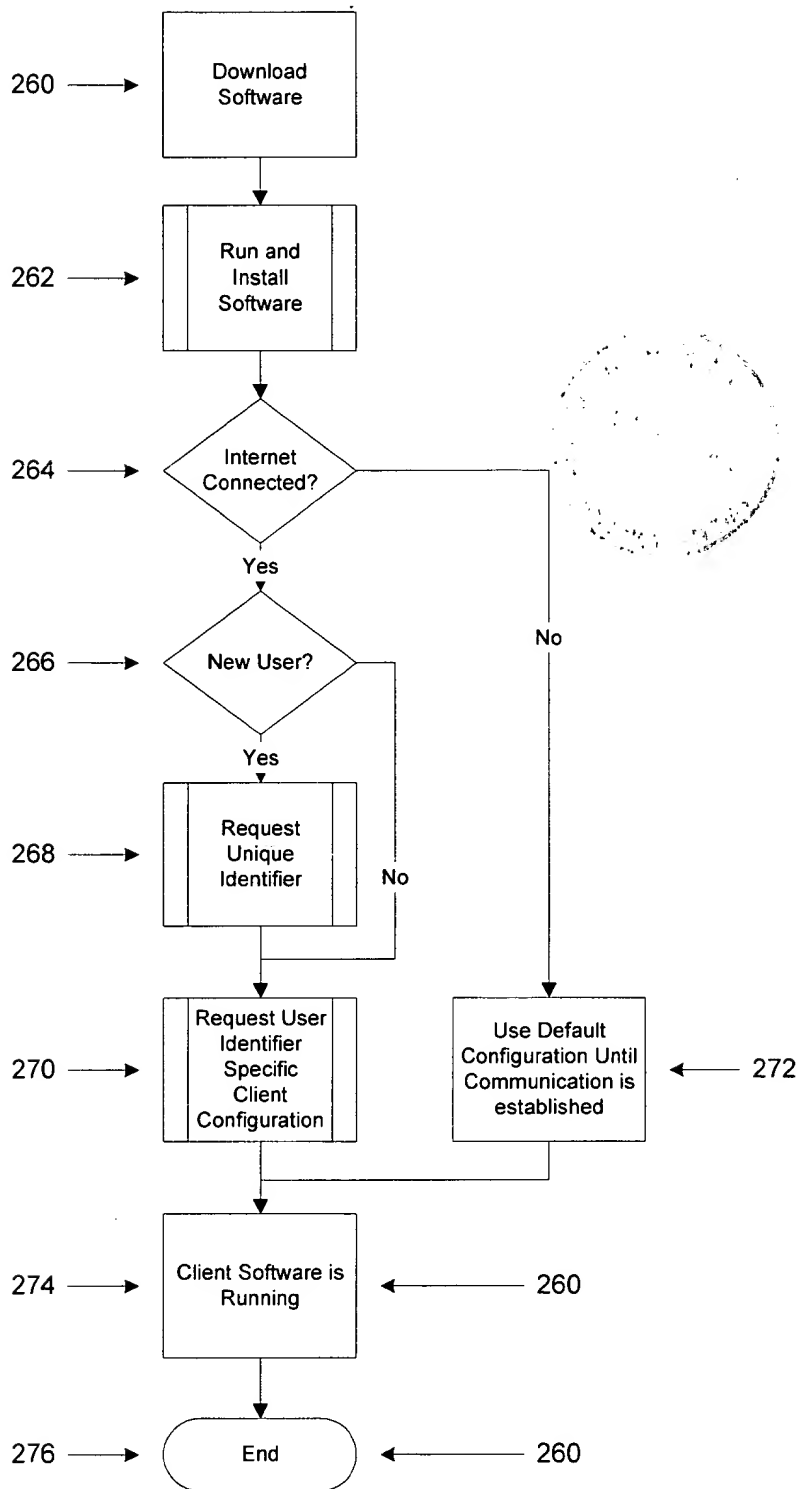


FIG. 2

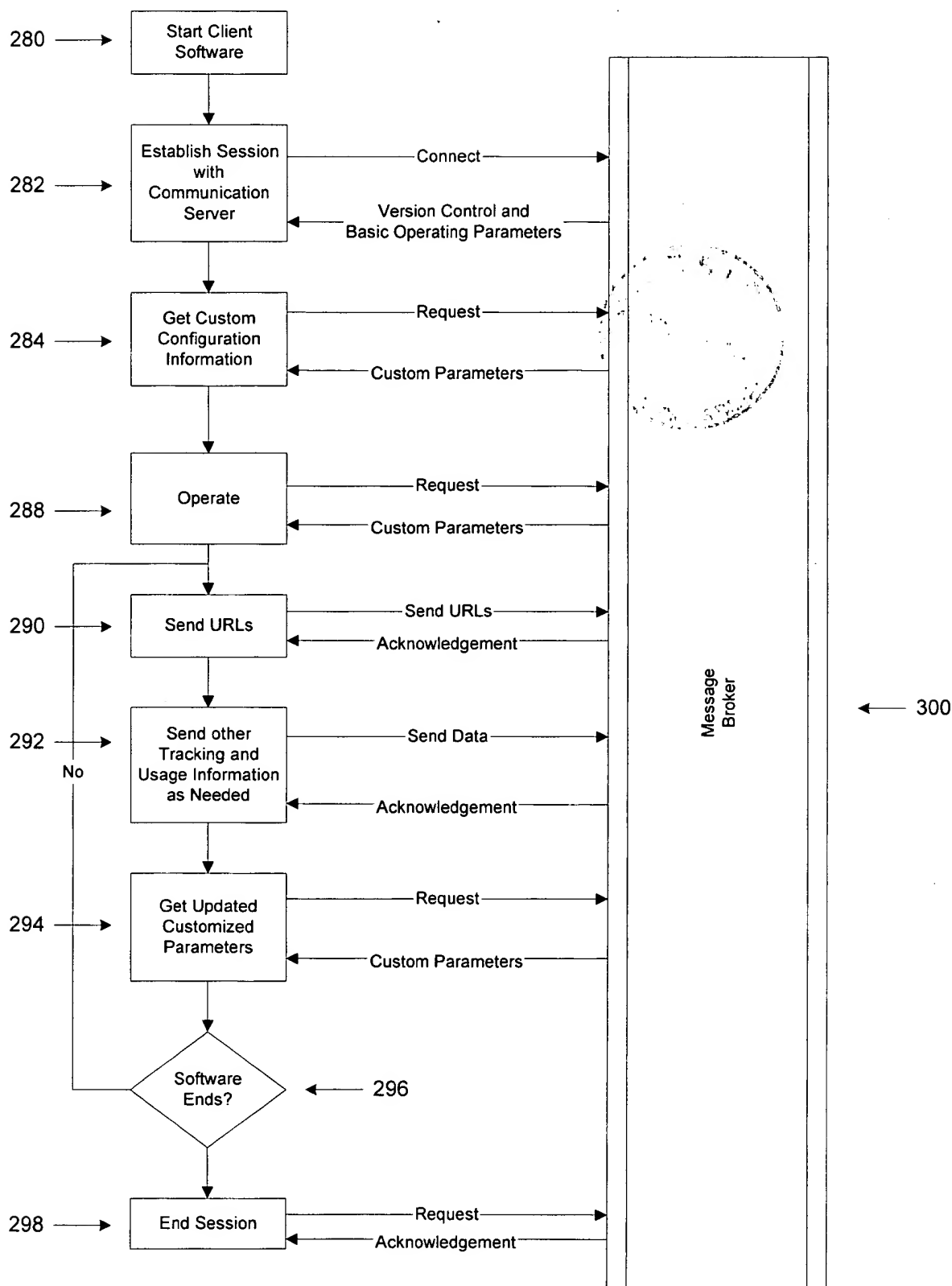


FIG. 3

FIG. 4

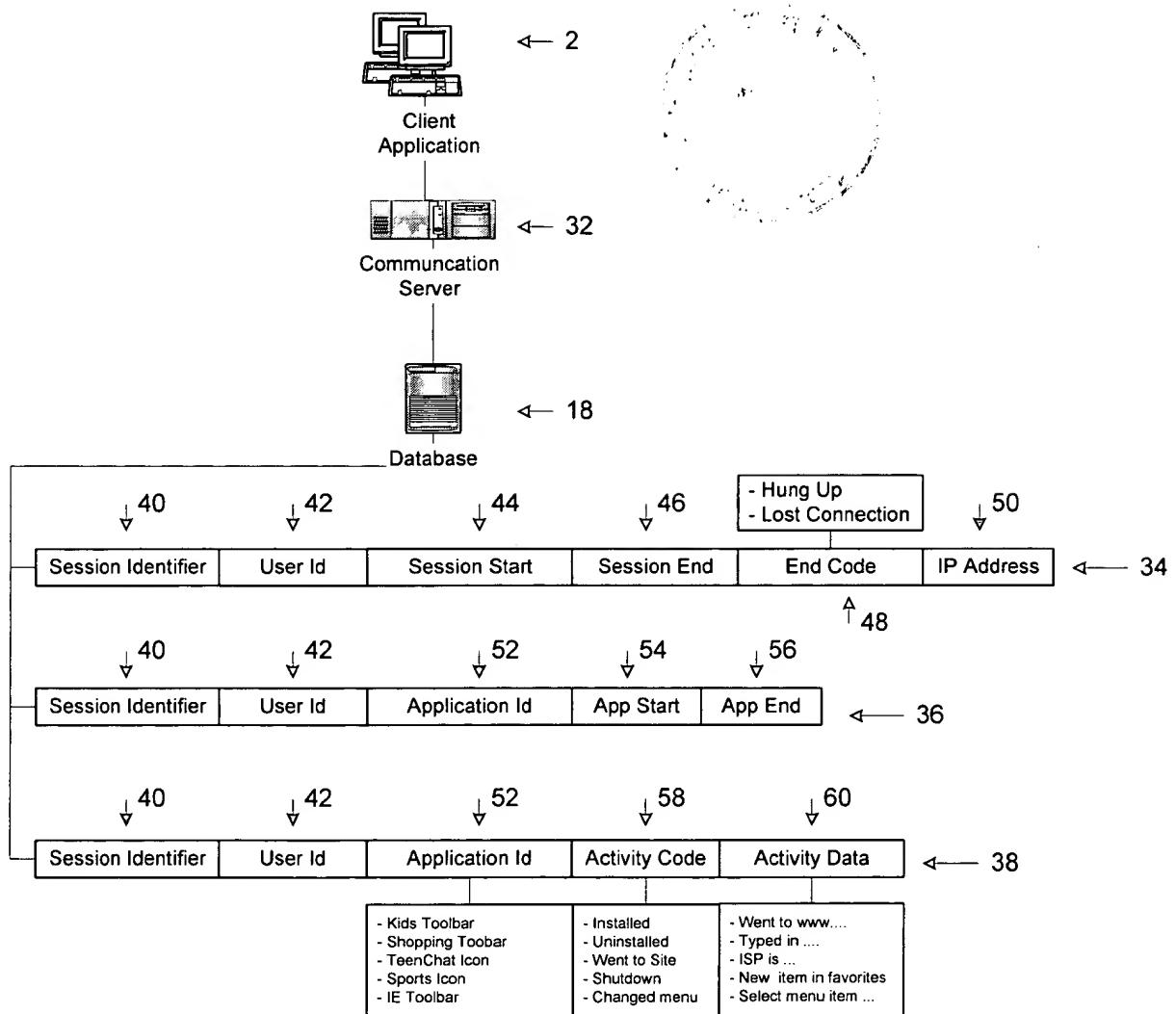


FIG. 4

	DATA POINT	DESCRIPTION
42 →	User Identifier	Unique identifier for the user. This is a 38-character field.
72 →	User Number	Internal number used for foreign key within the database system.
50 →	IP Address	Last IP address of user
74 →	Country Code	Country code of user based on last login
76 →	Last Login	Last login date

FIG. 5

FIG. 5



	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
84 →	Application Name	Text name to describe Application identifier such as <i>Shopping Toolbar</i> , <i>TeenChat</i> , etc.
86 →	Application Message Interval	Indicates the frequency at which a new message should be provide to the client from the message queue. Time in seconds.
88 →	Welcome Wait Interval	Indicates how long to wait before requesting the next display message from the message queue. Time in seconds.
90 →	Client Query Time Interval	How frequently the client should query the server for information. Time in seconds.
92 →	Application Version	Current version of the application.
94 →	Application Update URL	For auto-update – where to find the newest version of the application.

FIG. 7

FIG. 7





	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
310 →	Behavior Type	Type of user, Finance, Sports, Style, etc. The behavior type of <i>Style1-Style1000</i> is reserved for the style of presentation.
312 →	Tag Name	Application specific information tag.
314 →	Value Name	Application specific value for tag.

FIG. 9

FIG. 9

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
112 →	User Behavior Type	Type of user, Finance, Sports, etc.
114 →	Weight	How the type weighs against other types.

FIG. 10



FIG. 10

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
40 →	Session Identifier	Unique Session Identifier.
320 →	Domain	Domain part of URL.
322 →	Page	Page part of URL within domain.
324 →	Page Type	Type of page (sports, finance, etc), if this can be determined.
326 →	Duration	Number of seconds spent on this page.

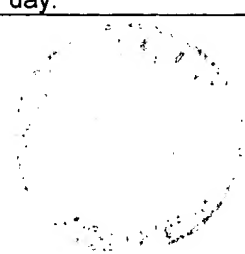
FIG. 11

FIG. 11



	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
132 →	DayYear	Date representation of day of year and year
134 →	Event Code	Code for an application event such as POPUP, NAV, UNINSTALL, etc.
136 →	Count	Number of times event code occurred for a given day.

FIG. 13



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	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
112 →	Behavior Type	Behavior Type to send this message. Users with this Behavior Type will receive this message. A Behavior Type of ALL will allow all users to receive this message.
152 →	Message Number	A system assigned sequential number. Messages are displayed in sequential order to the user.
154 →	Messages	Messages to be displayed in sequential order to the user.
74 →	Country Code	Country code of message. A default code will be used for countries not listed.
156 →	URL	Fully qualified URL
158 →	Browser Mode	The mode the browser window will be displayed. Either small dialog window or full browser.
160 →	Popup Mode	The method the browser window will be displayed. Either popup or pulse icon.
162 →	Browser Width	The width of the browser window.
164 ↗	Browser Height	The height of the browser window.

FIG. 14

172  $\longrightarrow$

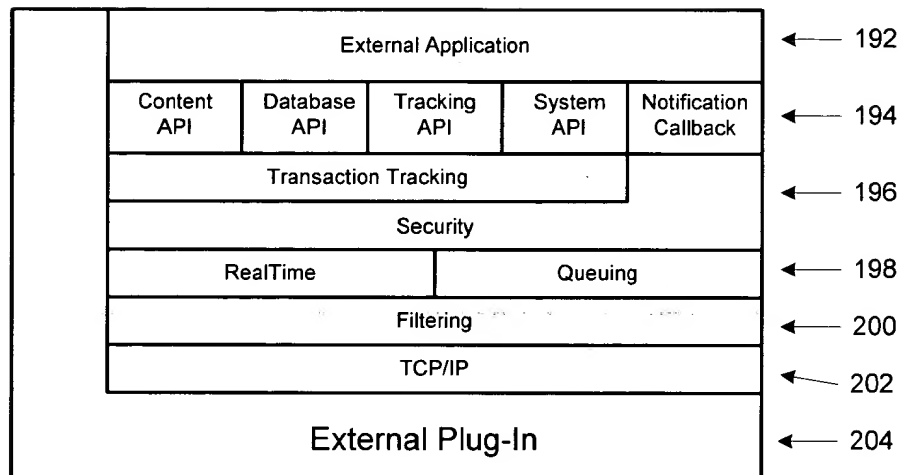
42  $\longrightarrow$

174 176 

178  $\longrightarrow$

180  $\longrightarrow$

FIG. 15





TOP SECRET

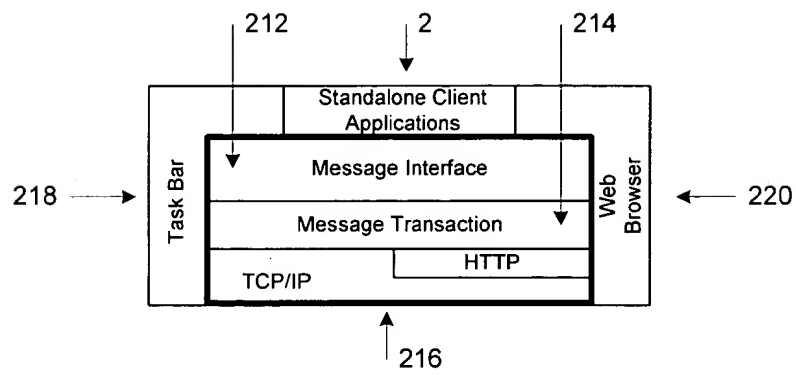


FIG. 17

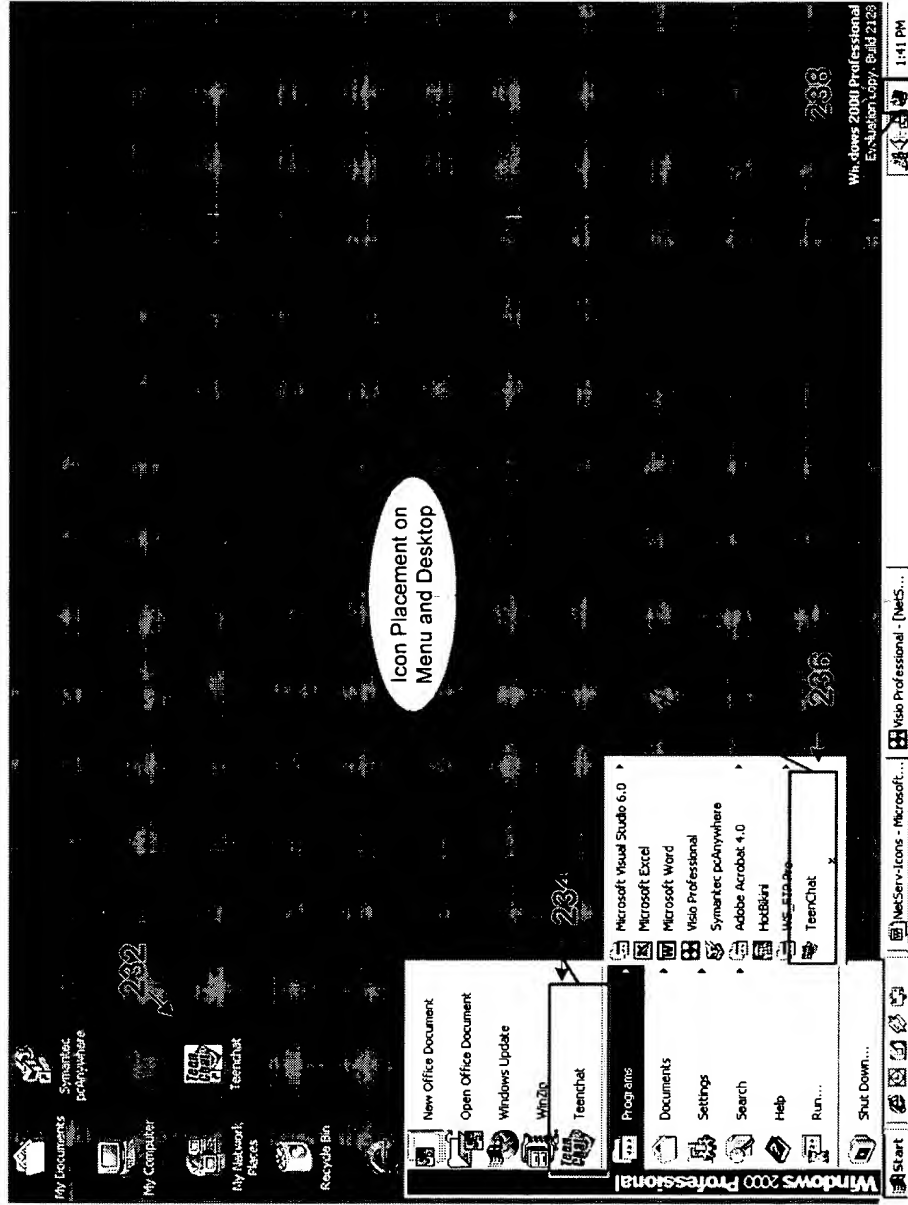


FIG. 18

248

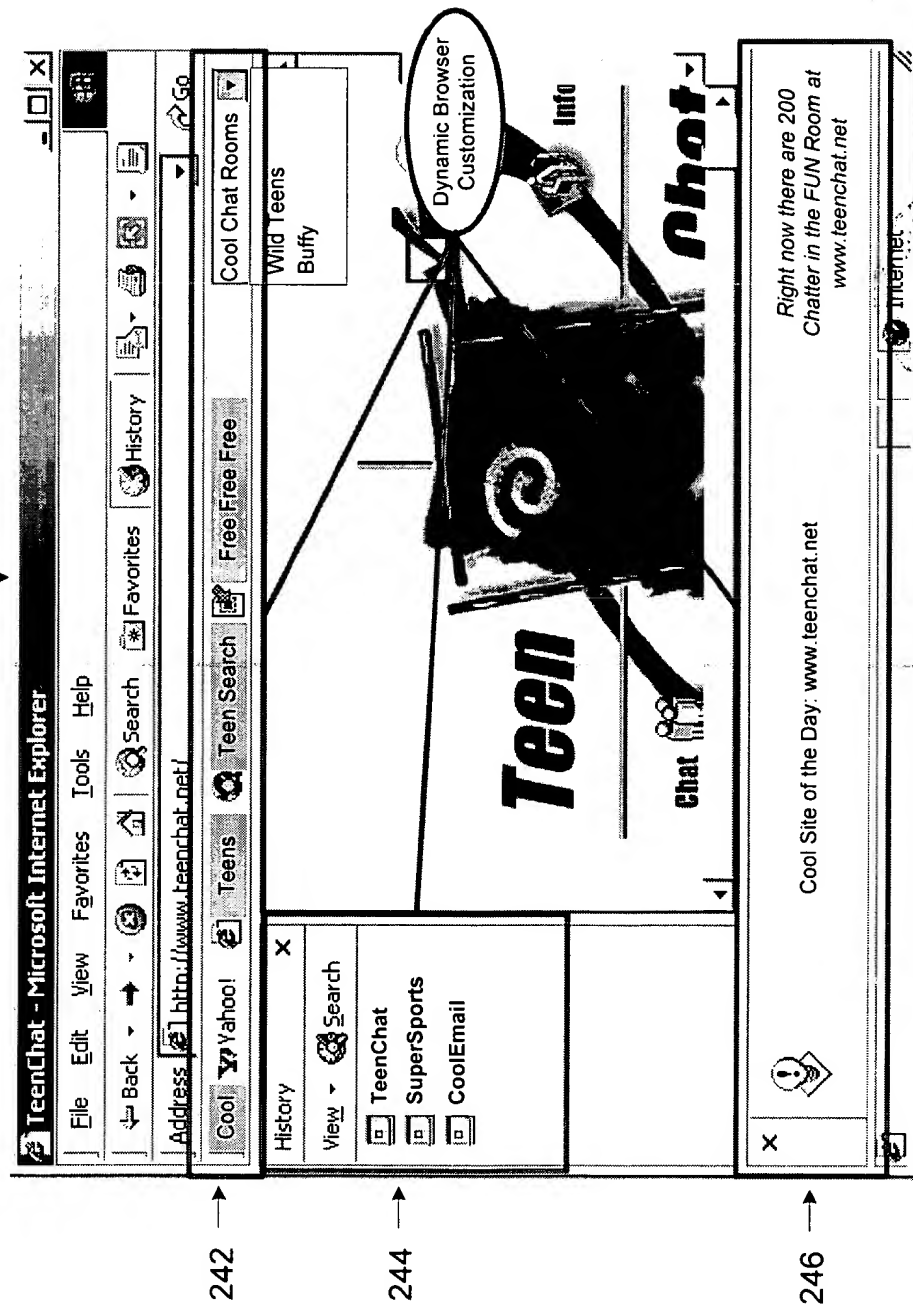


FIG. 19

